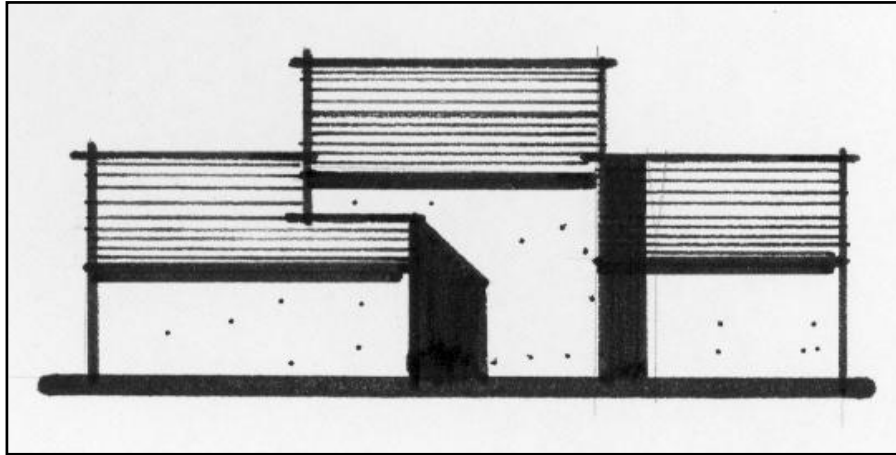
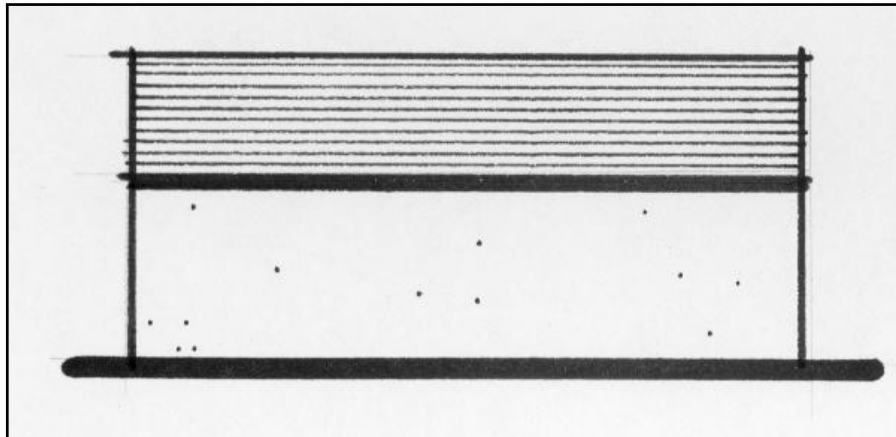


Encouraged



Discouraged



3.3.2 Horizontal Composition

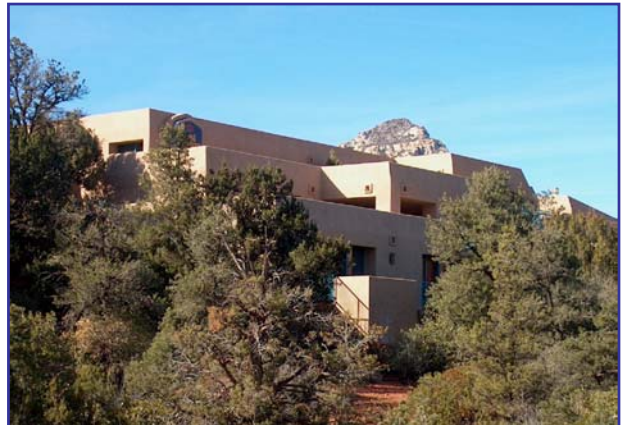
Continuous building wall surfaces

Large or long continuous wall surfaces should be avoided. As a general principle, building surfaces should be relieved with a change of wall plane that provides strong shadow and visual interest. Where buildings or portions of a building mass exceed 50 feet in width, their elevations should be divided into smaller parts. A pronounced change in massing, pronounced changes in wall planes and introduction of significant variations in the cornice/roofline are all possible methods to accomplish the desired divisions of elevations into smaller parts.

See also Section 3.2.1, " Varied Facades".

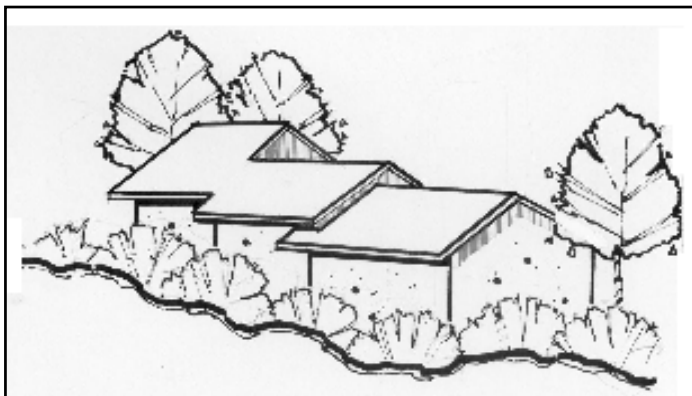
Strong shadow line

Facade offsets should be sufficient to create a strong shadow line.



Vary roofline silhouettes

Variation in the roofline silhouette of buildings is desirable as a means of harmonizing with the landscape character of Sedona. By so doing, the visual impact of line and form contrast with the natural environment is reduced.



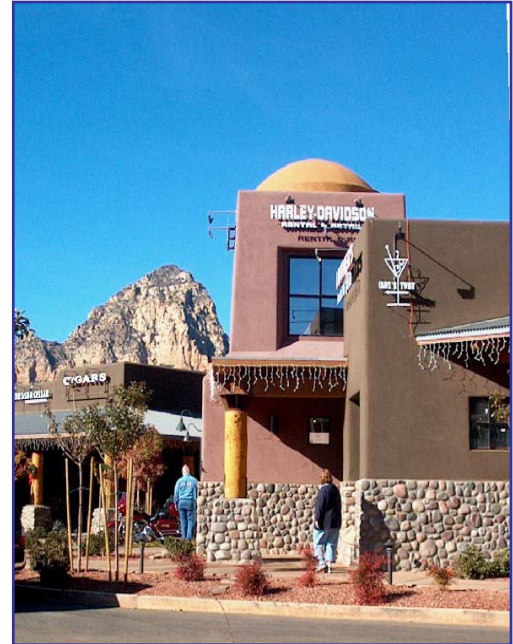
3.3.3 Smaller Scale Components

The design of a building should reduce its perceived height by dividing the building mass into smaller scale components. One way to achieve this breakdown is to provide a well-defined base, middle and top to the building.

Building base

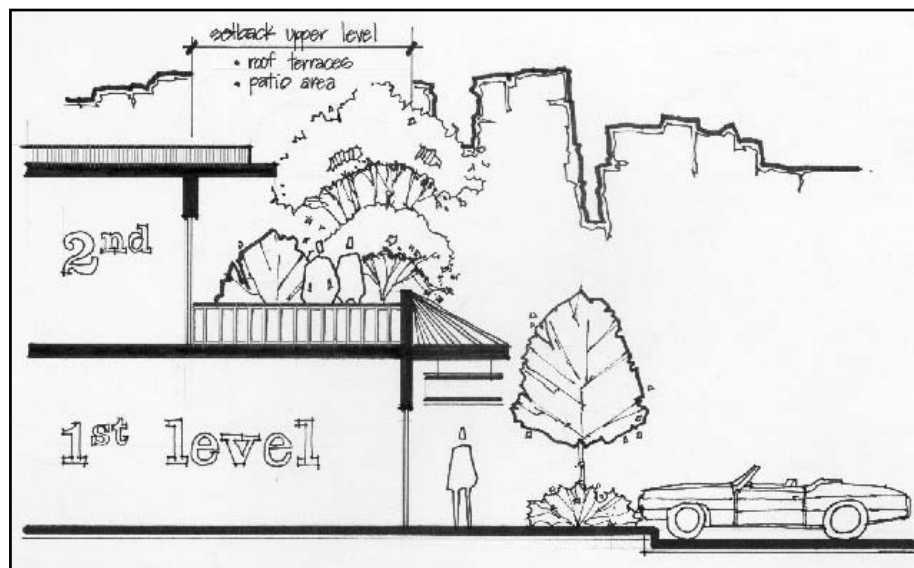
The building base should establish a strong connection to the ground and site. This can be achieved by using any of the following design techniques:

- Incorporation of low planters and walls,
- Base planting with trees and shrubs that will provide large vegetative masses,
- Use of base architectural veneer banding or a wainscot, and treatments defined by different materials, textures or colors. Base colors should typically be darker than upper level colors,
- Carefully integrated covered walkways, trellises or architectural awnings that provide deep shadow at ground level are most desirable. This has the added advantage of achieving a more articulated building mass.



Building upper levels

As a general principle the upper level of a building should be developed with a reduced floor area and building mass. This can provide an opportunity for attractive roof terraces and outdoor spaces as scenic vista points.



In moderation, the use of features such as distinct and multiple architectural roof forms, clearly pronounced eaves, and distinct parapet designs and cornice treatments may achieve a well-defined building top.

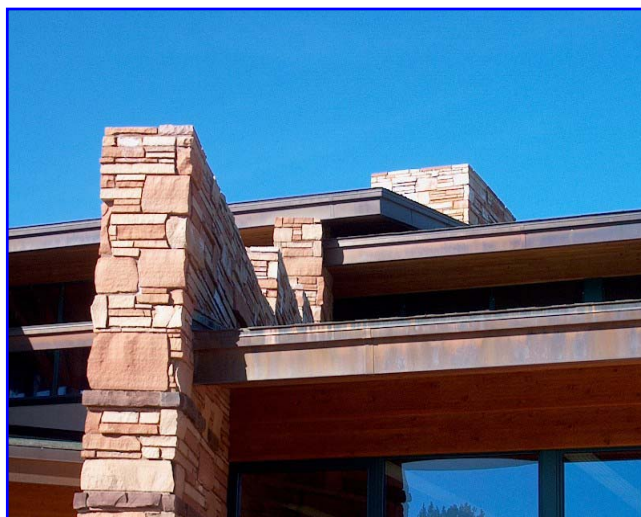


3.3.4 Visual Patterns

The visual patterns of light and shadow give buildings depth, substance, and interest. Every building should have shadow relief. Patterns should repeat (without necessarily being a direct copy) in a building to create a sense of wholeness.

Shade and shadow

Clearly pronounced recesses and projections are encouraged to divide horizontal surfaces of buildings into smaller scale elements to produce strong shade and shadow. This also has the benefit of providing passive protection from the heat of the sun.



Recesses

Recesses may be used to define courtyards, entryways, window openings, etc. along the exterior of the building. This can be achieved by, for example, using protected and recessed entries and deep-set windows with mullions.

Projections

Projections may be used to emphasize important architectural elements such as stair towers, balconies, entrances, bays, etc.

Reduce unrelieved building mass

The use of covered walks, arcades, loggias, patios, trellises, recesses for plantings, wide roof overhangs, etc. is encouraged to produce interesting shadow effects and reduce unrelieved building mass. Similar effects can also be achieved by subtle changes in texture and color of wall surfaces.

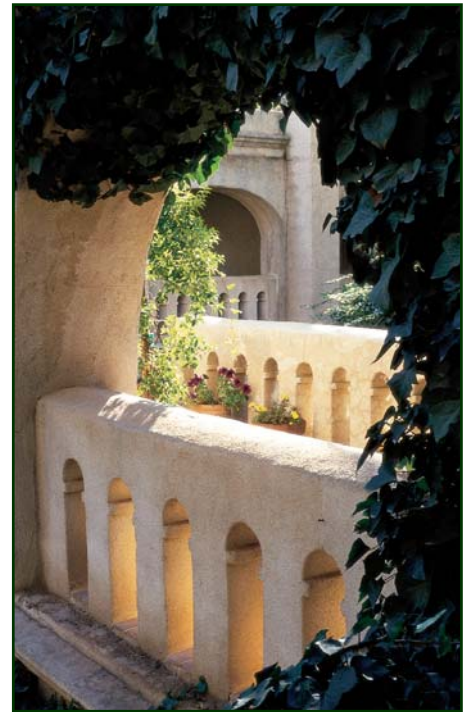


photo by Tom Johnson



Wall plane offsets

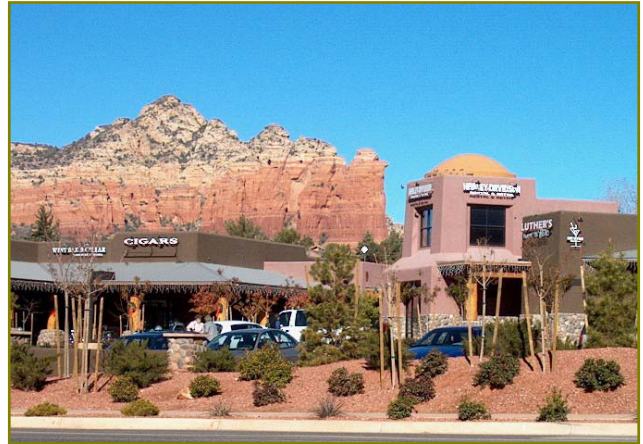
Wall plane offsets, or horizontal changes in the plane of otherwise unbroken long walls, should be incorporated into building frontages. In larger commercial buildings the dimension of these offsets could be established by building module dimensions.

Stepped building forms

On steep slopes, a building's mass can be effectively reduced by "stepping" a structure down a slope and by offsetting building masses on the slope. Architectural masses created in this manner can "embrace" a site, and create interest and function.

Vertical focal points

Where appropriate, vertical elements should be included in large buildings as an integral design element to provide variety and interest to a building project and to break up its mass. Such vertical elements could also be used to shield elevator equipment or other roof mounted mechanical equipment.



3.3.5 Coherent Building Design

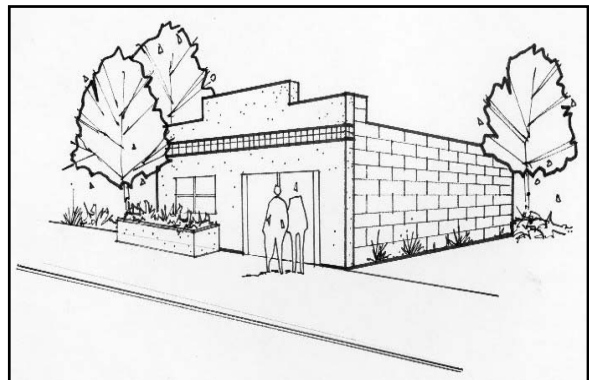
All sides of a building (including the roof) may impact on their surroundings and should be coherently designed and treated.

Coherent design

A facade not related to the rest of the building (such as a false front) is strongly discouraged, except in the Uptown area where the Western storefront motif has been successfully applied. A consistent level of detailing, patterning and finish on all sides of a building is encouraged.



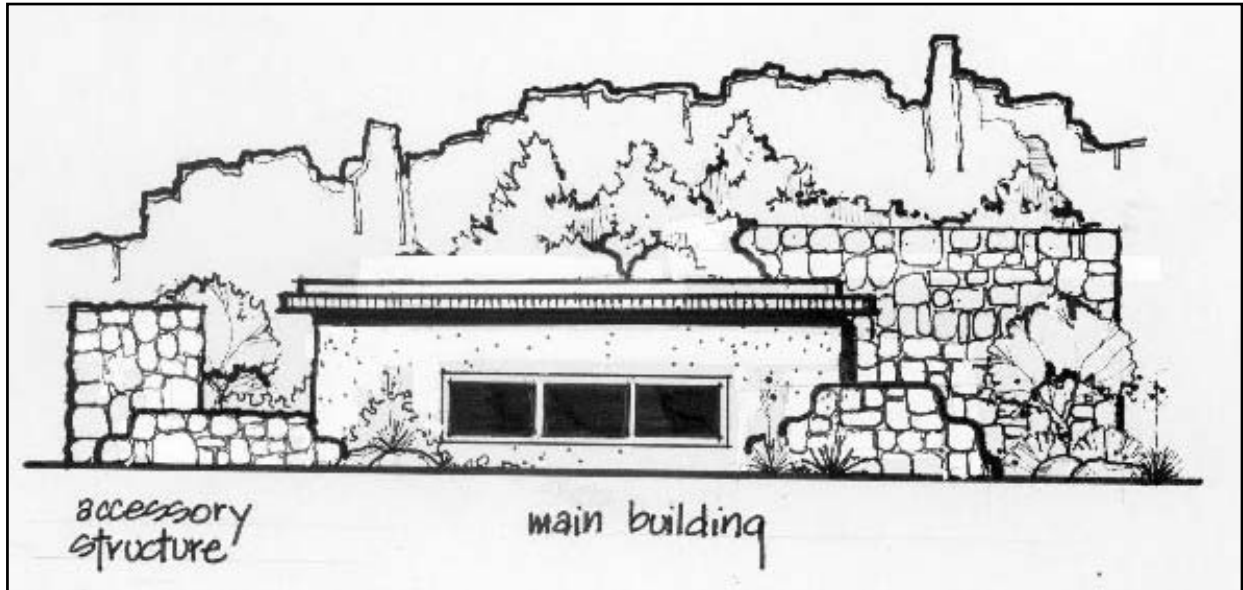
Encouraged



Discouraged

Accessory structures

Accessory structures should take on the character of the main building, using the same colors, materials, textures, shape, and architectural style.

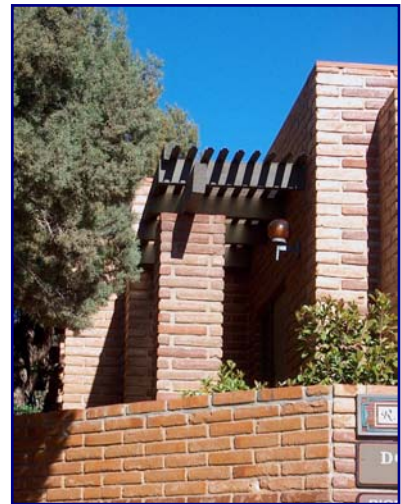
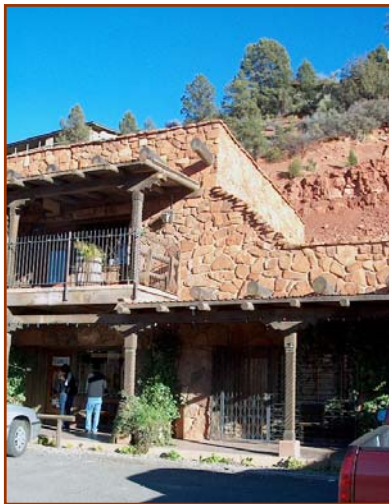


3.4 Building Materials and Textures

Properly used materials and textures can create a pleasing relationship between the proposed building and its natural surroundings as well as other nearby buildings.

Indigenous materials

The use of indigenous or native type materials is desirable as it reinforces Sedona's unique "sense of place". This "sense of place" as it relates to materials is derived from, for example, the materials used by early pioneers and settlers of Sedona's historic past, (such as corrugated iron roofing, horizontally applied rolled roofing materials, wood siding, board and bat siding, etc.) as well as the natural environment, which includes the use of native red rock and river stone for walls, flat stone used in floors, and large wooden beams to support roof elements.



Manmade simulations

Manmade materials simulating natural products/materials are strongly discouraged in Sedona. This specifically includes faux rock products that have been designed to simulate Sedona's natural red sandstone or river rocks.

Limit variety of materials

Restraint should be used in the number of different building materials selected.

Materials compatible with context area

Building materials similar to those in predominant use on the street or in the district of the new project are encouraged, and every proposal must show evidence that the use of

materials identified within the context area of the new project have been studied. Where the project is adjacent to or on the site of a historic structure, the use of compatible materials is strongly encouraged.

Texture

As a general principle, coarse and highly textured materials that create shadow patterns are preferred. In the Southwest, and in Sedona particularly, natural textures are bolder and stronger than in other regions of the country.

Color of materials

Color can unify otherwise diverse elements. All materials selected for buildings must also meet the requirements of the following section, 3.5 COLOR.



Building highlights

If stone or decorative block veneers are incorporated into the building design, these materials should be used to highlight significant building features such as chimneys, columns or entrances, as well as distinctive building masses. Extreme care should be taken in the design to ensure that the highlighted masses appear authentic and sufficiently massive. The stone should be applied so that it does not appear to “float” on the wall or column surface, and should wrap around corners to give a sense of authenticity.

3.4.1 Encouraged Materials and Methods of Use: Walls

Stone

The City of Sedona is located within the heart of “red rock country” on the Mogollon Rim and the southwest edge of the Colorado Plateau. Sedona is located within an area of natural occurring generally deep red colored sandstones. At higher elevations, lighter colored sandstone and limestone layers occur, while in Oak Creek, boulders of all colors, textures and shapes that have been eroded from higher elevations can be found. Early builders in Sedona, including the native peoples such as the Anasazi and Sinagua who populated this area prior to its settlement in the late 1800’s, utilized native stone as a principal building material. Sedona’s earliest pioneers and settlers also found that the native rock of the area was a logical and very suitable building material.



The continued use of natural sandstones to compliment the Sedona red rocks is highly encouraged and is particularly recommended when other structures within the project's context area are also using it. In certain locations within Sedona, such as along Oak Creek, river rock may also be used. The stone should be applied so that it looks as natural as possible, with a stacked or layered appearance that gives a sense of mass or weight so as to connect the building to the ground. The application of stone slabs applied like a veneer is discouraged.

See also Section 2.4.1, "Relationship to Adjacent Developments".

Slump block and other concrete masonry units (CMU's)

Slump block may be generally acceptable, as are integrally colored split-faced CMU's. "Sedona Red" or other similar slump block should be used with care, due to its strong color. "Sacked" mortar joints between slump blocks can provide an interesting texture variation.

Stucco

Where appropriate a sandy and rough texture finish is preferred. Integral color stucco products typically weather in Sedona's climate and develop a natural patina finish that is more reminiscent of the "old world" plaster finishes now associated with old buildings in the Southwest.

Wood

The use of wood siding and exposed timber beams or posts are encouraged and may be stained or painted. However, in the Western United States, wood products exposed to the elements require careful maintenance.

See also Section 3.5, "Guidelines for Color".



Brick

The use of authentic adobe bricks in new projects with a Southwestern design theme is strongly encouraged. The use of compatible Sedona earth tone blends and interesting bond patterns, where appropriate, is desirable.

Concrete

Exposed aggregate finish and colored concrete walkway or floor finishes are desirable. Exposed concrete is acceptable only where it can be demonstrated to be in accord with the purposes of this manual. However, long uninterrupted planes of exposed concrete are not desirable.



Windows and glazing

To reduce glare, windows and large areas of glass should be recessed in deep shadow. Glass must be non-reflective and not heavily tinted in order to reduce mirror effects. Interior shading treatment that may be visible from the exterior should be compatible with the exterior wall colors.

Material or color changes

Material or color changes should generally occur at a change in building plane. If a change is proposed along the line of a single plane, a pronounced expansion joint should be employed to define a clear separation. An inside corner joint should be used to define a clear separation of building masses.

3.4.2 Encouraged Materials and Methods of Use for Roofs

Sloping roofs

Sloping roofs should be non-reflective concrete or clay tiles, shingles or shakes made of non-combustible materials, textured, laminate or dimensional composition shingles, (sometimes known as “architectural shingles” because of their thick texture that emulates a wood shake roof) and patina copper finish. Where appropriate, finished metal or other similar materials may be used where it can be demonstrated that their use will be in accord with the purposes of this manual. These products could include rusted corrugated and corten steel metal roofs, and standing seam metal roof products. It should be noted however, that even when dark matte finished metal is used, there is still the possibility that it will appear reflective under certain orientations and lighting situations. Care is essential in the use of these materials.

“Flat” roofs

Flat built-up roofing of any type should be surfaced with a medium value granular, non-reflective material. The use of crushed red rock or crushed brick as a roof surface is preferred. Monolithic acrylic roof systems with a mineral surface are also appropriate.

Skylights

Clear, bronze or gray tinted glazing on the exterior surfaces of skylights are encouraged. Skylight frames should be painted or finished in a color that matches or is darker than the surrounding roof color.

3.4.3 List of Discouraged Exterior Finishes

Following is a list of discouraged building materials:

- Cedar or other wood shakes,
- Fake rock - Simulated cement or similar rock products, i.e. “cultured stones”,
- Highly reflective, shiny, or mirror-like materials,
- Exposed unfinished foundation walls,
- Exposed plywood or particleboard,
- Glass curtain walls,
- White, black, brightly colored, or reflective roofs,
- Unplastered exposed standard CMU’s,
- White exterior surfaces on skylights,
- Shiny acrylic or similar paint finishes on stucco produce an often glossy and homogenous look that is contrary to the “old world” adobe plastered finish with its dull patina variations.

For glass curtain walls above, see also Section 3.2.1, “Varied Facades”.

3.4.4 List of Encouraged Surface Materials

Following is a list of encouraged surface materials to be used on walkways, pathways, courtyards, etc.

- Interlocking pavers,
- Red or earth toned concrete,
- Exposed aggregate colored concrete,
- Stamped and/or colored and textured concrete.



3.5 Color

Color should be used to blend the proposed new development with its surrounding natural environment without calling undue attention to the development

Importance of color

Color is the most important and effective way of minimizing the visual impact of the built environment on the natural environment. If buildings and structures are painted with colors that compliment the natural green, taupe or rust colors of the natural vegetation and dark red or red-brown colors of the soils their visual impact will be significantly reduced and the community goal of minimizing the impact of the built environment on the natural environment will be achieved. Therefore, the primary color of buildings should not be painted with dark blue, gray-blue or purple hues, as these colors do not occur naturally in the Sedona area. However, when used with care, these hues can be appropriately utilized as trim colors.



Color coordination

Color selection should show evidence of coordination with the predominant use of color on the site, street and context area of the new project where appropriate.

The use of varying color can also be used to articulate and reduce the apparent scale of building masses. For example, large multi-family housing developments when painted the same color can have negative visual impacts.

The developers of larger projects should be encouraged to develop a palette of compatible hues that would work to reduce its visual impacts. As a general rule of thumb, experience has shown that in larger buildings or building complexes, exterior wall and roof colors

should be selected from a multiple related palette that is darker and more neutral than otherwise applicable Land Development Code standards. This is referred to as “reduced chroma”.

See the “Munsell Book of Color” referenced below.

A good example of a project where reduced chroma has been achieved is the Fairfield Sedona development in West Sedona.

References

The Department of Community Development maintains a copy of the “Munsell Book of Color” which is used to compare, evaluate and classify all paint and other building materials. The Munsell Book of Color is a system that describes color in terms of three standardized attributes. They are *hue* (its basic color), *value* (lightness/darkness) and *chroma* (intensity).

See Section 3.5.1 below, “General Properties of Color as Used in this Manual”.

Section 904 of the City of Sedona Land Development Code establishes the basic standards for colors used on commercial and residential buildings within the City.

3.5.1 General Properties of Color as Used in This Manual

The “Munsell Book of Color” describes a system of classification of all colors in terms of three standardized attributes: *hue* (basic color), *value* (lightness/darkness) and *chroma* (intensity). Numerical values define each attribute and the colors are arranged in the book in visual steps for each attribute.

Hue

This is the basic “name” or family of the color: red, orange, yellow, green, blue, purple, etc.

Value

This is an expression of lightness or darkness, and is equivalent to a varying scale of grays, sometimes referred to by paint manufacturers as “Light Reflectance Value” (LRV). On this scale 100% LRV is equivalent to pure white (Munsell 10) and 0% LRV is equivalent to pure black (Munsell 0).

Chroma

This refers to the strength, intensity, or brightness of a color. Strong chroma red is like the red in the United States flag, while a weak chroma red is like the darkest of the red rocks in Sedona. Weak chroma of any color is “grayish” or neutral, sometimes referred to as “earth tones.” The following degrees of strength apply: very strong (Munsell 12), strong (Munsell 10), medium strong (Munsell 8), medium (Munsell 6), medium weak (Munsell 4), weak (Munsell 2), very weak (Munsell 1).

3.5.2 Specific Requirements

Hue

Attempting to match stucco and other paint color to the “red rocks” color must be considered very carefully. The rocks are many-shaded and of varying textures. Therefore, light and shadow patterns are created that are difficult to capture with a single color selection. Colors that respect and enhance the natural tones of the red rocks, rather than match them, may blend more successfully.

The use of colors compatible with the background color of existing or surrounding vegetation, and using for example the natural colors of onsite tree bark, is encouraged.

Value

The value (LRV) of colors and materials used on major wall and roof areas is required to be within the range of 7% (equivalent to Munsell 2.5 which is also the darkest value of shaded vegetation) and 38% (equivalent to Munsell 7 which is also the approximate value of the red rock sandstone and soil in Sedona).

In general, the more visible and/or massive the building or structure, its LRV should be lower. An LRV of 20% or less usually achieves the desired effect. However, while the selection of darker colors is generally important to minimize a building’s impact within Sedona’s natural environment, great care also must be taken in the selection of an appropriate hue.

Chroma

The use of very weak (Munsell 1) to medium weak (Munsell 4) chroma (i.e. neutral colors and earth tones) is strongly recommended.

3.5.3 Other Conditions

Stains and flat paints

Stains and flat paints are desirable and encouraged.

Gloss paints and finishes

High gloss paints and factory finished metal products, as well as other products that increase visual impacts, and aluminum, white, or reflective roofs are not acceptable. Matte finishes are strongly encouraged.

Trim and details

Light reflectance value (LRV) over 38 percent and stronger chroma may be allowed for small accents and trim, i.e., around windows or doors, except that unpainted shiny metallic surfaces are not acceptable.

Chimneys, flues, vents, gutters, downspouts, mechanical and electrical equipment, railings, window shading devices (both interior and exterior) etc. should be similar in chroma and value to the surface they adjoin, unless they are featured in the design. In such cases, a subdued accent color may be acceptable.

Discouraged colors

Bright and glossy or fluorescent colors are strongly discouraged.

Corporate signature color schemes

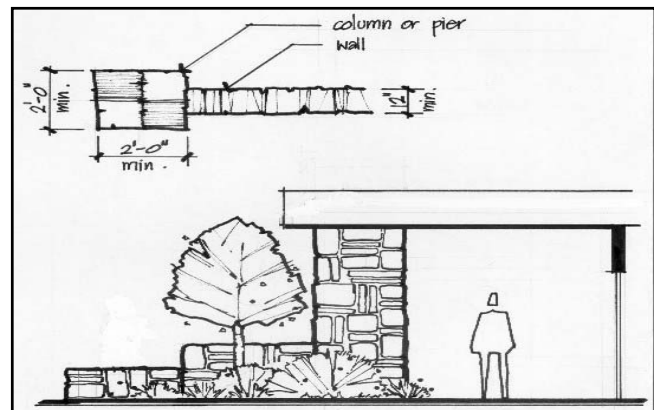
As noted elsewhere in this manual, the use of corporate signature color schemes on buildings or structures is strongly discouraged, if they are not compatible with the foregoing standards.

3.6 Architectural Details

Surface detail, ornament and other elements that enrich the architectural character of a new development are encouraged.

Integrate details

Building and site details such as exterior lighting, railings, ornamentation, benches and seats, columns and beams, etc., should be carefully considered before being integrated into the design concept of the building. The selection of details and embellishments for a building or project should complement its architectural style and character.



Details of massive proportions

Thickness of wall should dominate; thin elements should be used to provide detail.

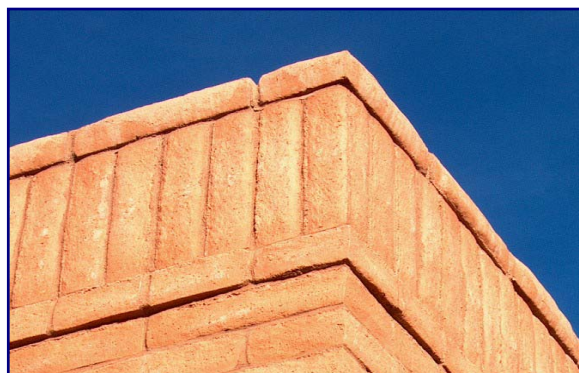
Masonry elements (stucco, brick, block, rock) should “read” as thick, massive components of the development. For example arches, wing walls and parapet walls should be a minimum of 1 foot thick, and columns or piers should be 2 foot square, or if rectangular a minimum of 16 inches wide if greater than 30 inches long in plan view. Where planning dimensions will not accommodate these sizes, alternatives to masonry should be explored (i.e. wood posts).

Exposed wood beams can be designed to meet structural requirements and still be quite small or narrow and deep. The proportions of exposed beams and rafters should feel massive and substantial, and therefore might result in larger beams than a structural engineering analysis would otherwise require.

Desirable details

The following architectural details are desirable and strongly encouraged:

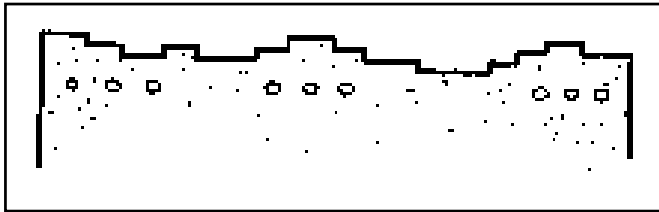
- Stonework, i.e.: keystones, quoins, wall caps, planters, fountains, sign bases, etc.
- Covered walkways and balconies that provide for outdoor activity and strong shadow patterns.
- Cornices, moldings, lamps, and artwork to provide visual interest, shadow, contrast, and color.
- Benches, lampposts, earthen pots, etc.
- Exposed beams and columns.
- Outdoor stairs and ramps that create rich entry sequences.



Undesirable details

The following architectural details are strongly discouraged:

- Colored plastic and fiberglass, shiny metal details,
- False fronts and “storefront” designs on freestanding buildings,
- Corporate signature design features and color schemes,
- Fake vigas,
- Fake poorly proportioned pueblo “steps” in parapets, especially the look of formal symmetrical old west façades,



- Other details as prohibited elsewhere in this manual.

3.6.1 Miscellaneous

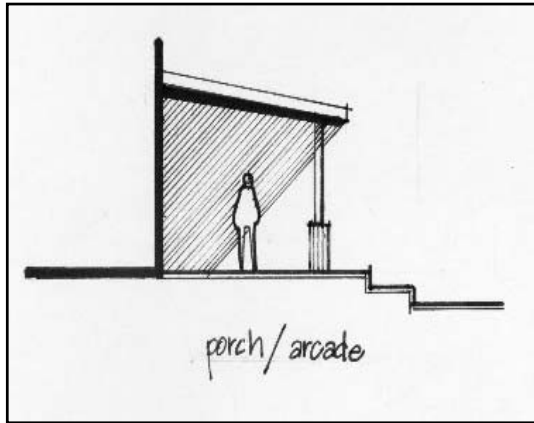
ATM's and sales' kiosks

Walk-up ATM's, vending machines and similar uses should be integrated into existing or planned buildings. Access and security lighting should be carefully studied in the design and placement of ATM's. Freestanding sales kiosks are discouraged.

3.7 Design for Climate and Energy Conservation

Site planning and architectural design may be used to reduce heating and cooling demands, provide more comfortable indoor and outdoor living spaces, and avoid blocking or reflecting sun on adjacent public spaces or buildings.

Building elements that have been designed in response to Sedona's high desert environment and climate, such as architectural shade devices, a strong relationship to the ground plane, deeply recessed windows and the use of materials and textures that are associated with this region are strongly encouraged as they help to define the project's identity within the context of Sedona.



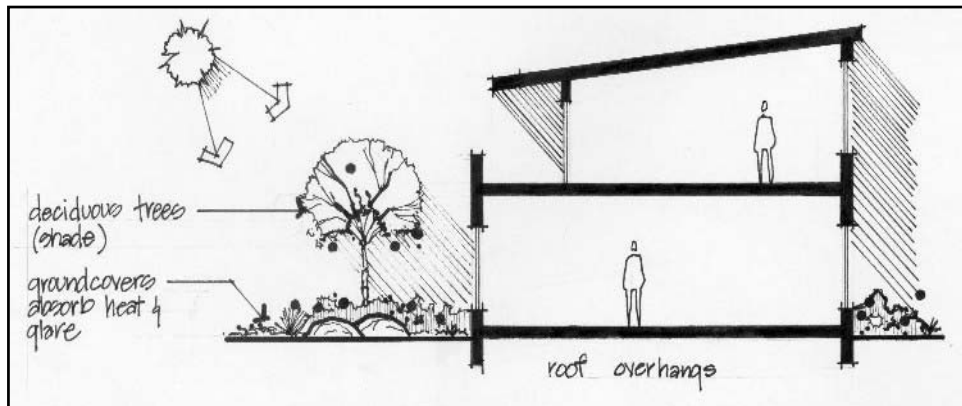
Shade exterior walls

Protected courtyards, porches, arcades, loggias, verandas, and overhangs are effective methods of shading exterior wall surfaces and windows from direct sun exposure. These elements not only function as temperature moderating elements, but also add character to the building.

Landscaping

Deciduous trees used on the south, east and west sides of a building can provide summer shade and allow sun penetration in the winter. Also,

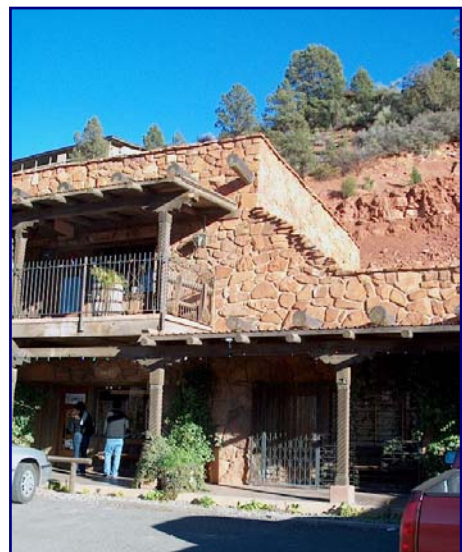
appropriately sited lawn areas, ground covers and vines strategically placed on the south side of a building will reduce heat and glare.



Roof overhangs, canopies and exterior shading devices

Roof overhangs on south-facing walls offer protection and shade to window areas from the summer sun, yet allowing penetration of lower winter sunrays. Vertical elements such as fin walls, or shades on the east or west sides of buildings can effectively control heat gain where horizontal overhangs cannot.

Overhangs and canopies for weather protection should be integrated into the building design of all pedestrian ways. They are a response to climate, providing a sense of protection, minimizing the mass and bulk of a building to enhance human scale, and they link structures to the site and landscape areas.



Protected outdoor spaces

Protected outdoor spaces may be created with south-facing courtyards, creating a more favorable microclimate for year round activities.

Building materials

Building materials should be selected with careful consideration given to climatic factors, especially the impact of harsh summer sun on western and southern exposures.

